CHALLENGER

COST OF EVENT TO SPONSOR

START 10/83

A) Personnel and operational expenses

1.	Producer - One for thirty-one (31) months @ $5,000/mo. including office and secretarial*	$155,000
2.	Trade mark/copyright	2,500
3.	Logo & printing (stationary)	5,000
4.	Telephone ($500/mo) x 30	15,000
5.	Travel & Entertainment	25,000
6.	Legal and accounting	30,000
		$233,000

bills w/ACAP

* $1,600/mo. is fee for office and secretarial staff to The Bentley Group.

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Source: https://www.industrydocuments.ucsf.edu/docs/jmfn0004

B) Elements of Fulfillment:

6.	Communications Base:	
	1. New York - Space Rental	$ 30,000
	Exhibit Construction	75,000 60-90
	8AM-7PM Personnel (one man)	6,000
		$111,000
	2. San Francisco (unmanned)	6,000
		$117,000
7.	Receptions (start & finish)	25,000
8.	Marina dockage fees boats in AREA FOR 3 WKS STAMFORD FOR 1 WK FOR 1 WK	3,000
9.	Press Boat Charters	2,000
10.	Trophies & Awards (minimum of seven)	20,000
	TOTAL	$167,000

C) a)	Total: Personnel and operational expenses	233,000
b)	Total: Elements of Fulfillment	167,000
		$400,000.

Plus: 1)	Discretionary funds for cost overruns and cost of living increases on budgeted items (unknown at this time).	$100,000.
2)	Exclusive licensing fee (profit less 10% to NMHS)	50,000.
		$550,000.

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Source: https://www.industrydocuments.ucsf.edu/docs/jmfn0004

The contribution of the partners are:

1. John Welch - Managing Director and Co-producer of the event.
   - this salaried position has Welch preparing and expediting the corporate sponsor solicitations program, establishing initial race rules, limitations and conditions, and securing entries for the race.
   - other tasks:
     a) Liaison with sponsor and assigned public relations firm
     b) Assist NMHS in selection of race and safety committees
     c) Organize Race Committee Headquarters
     d) Establish communications facilities and personnel
     e) Arrange race start and finish elements
     f) Request from foreign government safe passage for competing yachts in their waters.

2. Jim Lipscomb - Film Producer, Writer, and Cameraman
   - Active producer of documentary films and would produce and direct a 90 minute film of the event
   - Conceived the event and presented it to the public in a Yachting Magazine article.

3. Ray Bentley - Investor, Co-producer of the event, Media Consultant TV Programming Syndicator
   - Sole investor in the marketing program and development expenses for the event.
   - Will market the film to network television and other distribution outlets, both domestic and internationa

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Source: https://www.industrydocuments.ucsf.edu/docs/jmfn0004

'Round the Horn Committee

This committee has been formed by three partners:

1. John T. Welch - Roosevelt Island, N. Y.
2. E. Ray Bentley - Cold Spring Harbor, N. Y.
3. James C. Lipscomb - Croton-on-Hudson, N. Y.

The purpose of the committee is to establish a sailing race from New York to San Francisco via Cape Horn, to beat the existing record of 89 days established by "Flying Cloud" in 1851. The race will have a corporate sponsor and will be run under the aegis of the National Maritime Historical Society. This non-profit organization will receive a portion of the net profits (approximately 10%) after which the partners will share equally from all elements (event production costs, film production, licensing fees, etc.).

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Source: https://www.industrydocuments.ucsf.edu/docs/jmfn0004